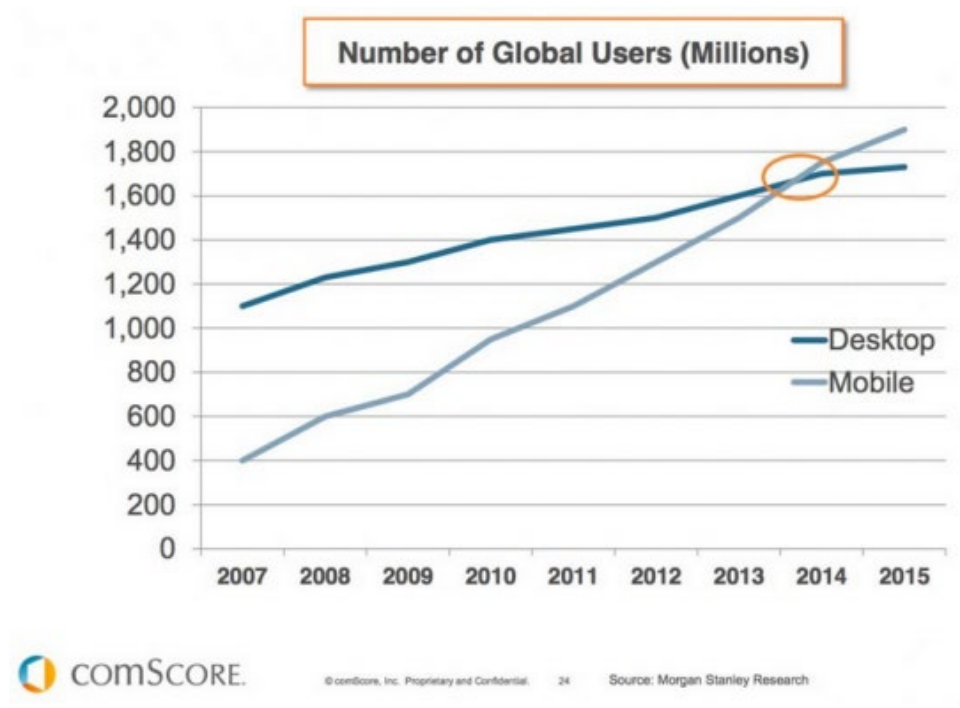


# Designing for Mobile Devices

At least 80% of Internet Users Own a Smartphone



Mobile Traffic Has Surpassed Desktop Traffic

# Why make a website mobile-friendly?

Imagine a user looking at your site on a mobile device. Can the user easily read your page and find the necessary information or is too hard to use?



The desktop version of a site might be difficult to view and use on a mobile device. The version that's not mobile-friendly requires the user to pinch or zoom in order to read the content. Users find this a frustrating experience and are likely to abandon the site. Alternatively, the mobile-friendly version is readable and immediately usable.

# Two Main Ways to Make a Mobile-friendly Site:

## 1. Make a separate website with a separate URL

http://**mobile**.yoursite.com or http://**m**.yoursite.com  
Uses different HTML pages

Very inefficient

## 2. Responsive Web Design

Uses same URL and same HTML pages  
Some added CSS called "Media Queries"



What we'll do.

Responsive websites  
*respond*  
to their environment



The size of the screen (browser window), no matter the device.

## Responsive Web Design Examples:

<http://colly.com>

<http://bostonglobe.com>

<http://theonion.com>

<http://starbucks.com>







On a very basic implementation level, transitioning an existing desktop site to mobile entails using existing sections of content from the desktop site and organizing them in a mobile-friendly design pattern.







And every size in between

1


Established Nottingham 2003  
THE CELEBRATED NEW MISCELLANY OF  
**MR. SIMON COLLISON**  
\*A.K.A COLLY\*

<p><i>Bottled for your pleasure</i> <b>POTTED AUTOBIOGRAPHY</b></p>  <p><b>H</b>ello. I'm a freelance designer, speaker, and author based in Nottingham, England. I've written a few books, and I love doing presentations and workshops, plus occasional interviews. <a href="#">Read More</a> →</p>	<p><i>Dropping science like it's hot</i> <b>THE SPLENDID JOURNAL</b></p>  <p><b>S</b> New Advances Last week, I announced New Advances in Web Design, a unique and affordable web event that will take place in Nottingham, England. A... <a href="#">More</a> →</p>	<p><i>Catalogued historical matter</i> <b>EXHAUSTIVE ARCHIVES</b></p>  <p><b>889</b> - Carry On Responsively <b>888</b> - Glastonbury Festival 2010 <b>887</b> - Memories of another trip <b>886</b> - Thoughts on FOWD 2010 <b>885</b> - Design To Communicate</p>	<p><i>Mr. Collison is currently AVAILABLE FOR HIRE</i></p>  <p><b>O</b>ptions &amp; quotes this way Drop me a line if you wish. I'm currently considering all new projects, including design and development, writing, presentations, workshops, and consultation. →</p>
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EXTERNAL REFERENCES [VIEW ALL]





<p><i>Playing on the grasshopper</i> <b>LAST.FM SCROBBLES</b></p> 	<p><i>Resizable icons from what's hot</i> <b>DELICIOUS BOOKMARKS</b></p> 	<p><i>Designs from the field</i> <b>FLICHER PHOTOGRAPHS</b></p> 	<p><i>The music of @simoncollison</i> <b>TWITTER HAPPY</b></p> 
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*Spurring old experiments*  
**BLOODY FACEBOOK**





2

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3

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*Catalogued historical matter*  
**EXHAUSTIVE ARCHIVES**

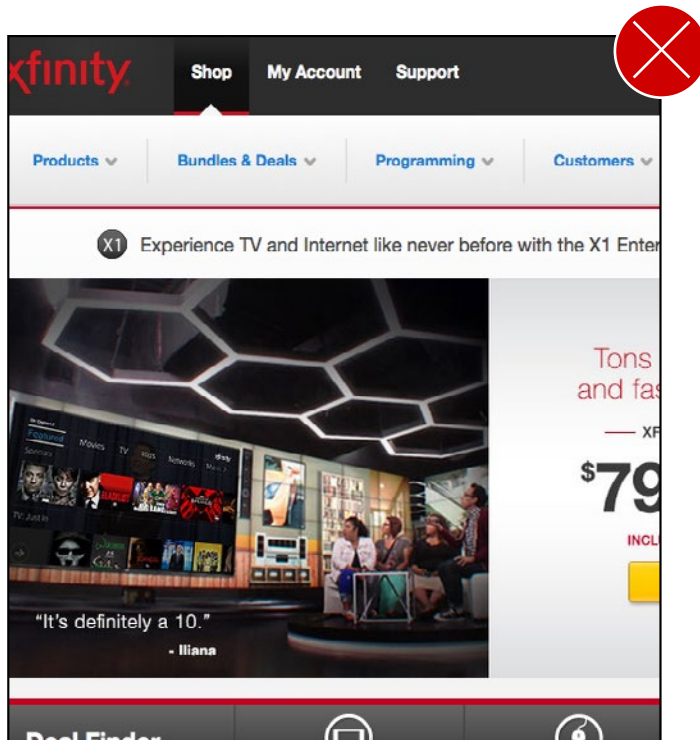


**889** - Carry On Responsively  
**888** - Glastonbury Festival 2010  
**887** - Memories of another trip  
**886** - Thoughts on FOWD 2010  
**885** - Design To Communicate

Inspiration Galleries:

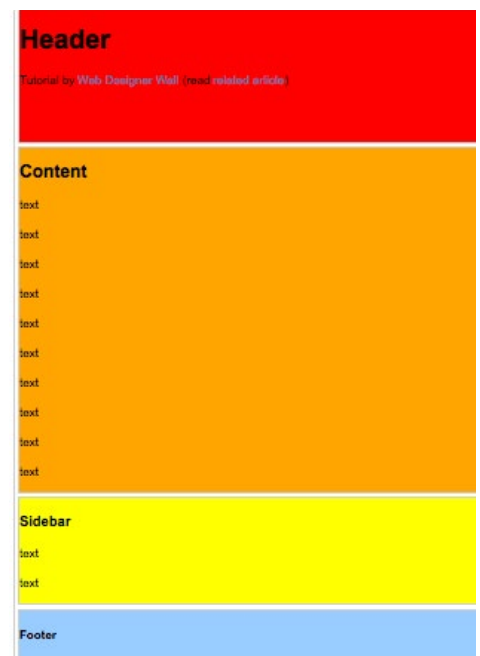
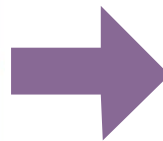
<http://www.siteinspire.com/websites?categories=197>  
<http://www.awwwards.com/mobile-web-design/>

# 1. Keep all the content within the screen width (Don't make your users scroll to the right or pinch and zoom)



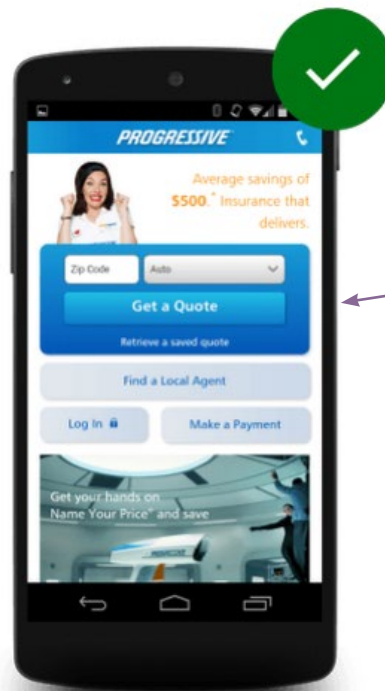
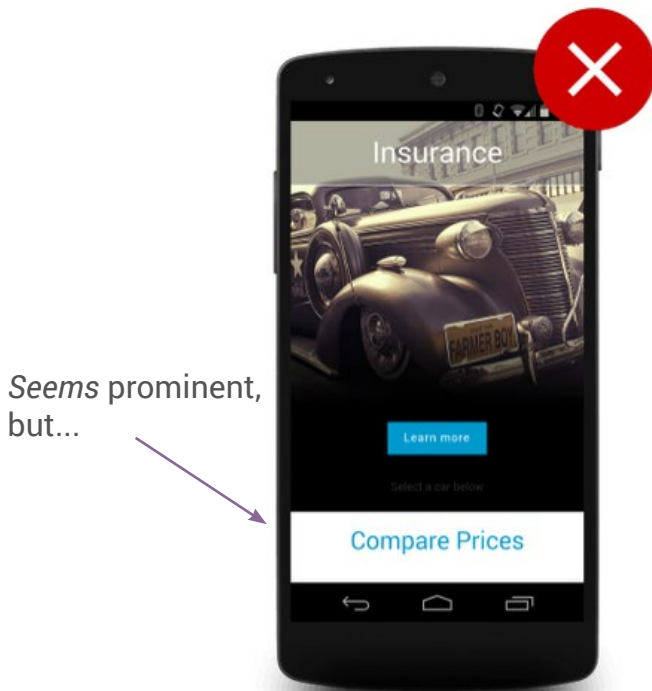
# 2. Maintain the hierarchy of importance of page elements

Here, the orange column "content" is more important than the yellow "sidebar," so it appears **first/above** the sidebar in the mobile-sized design..





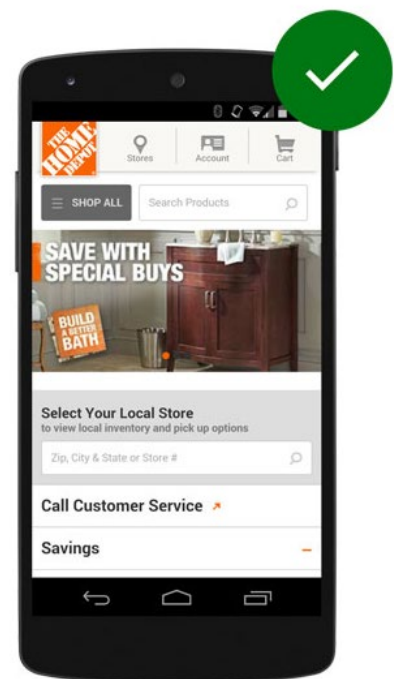
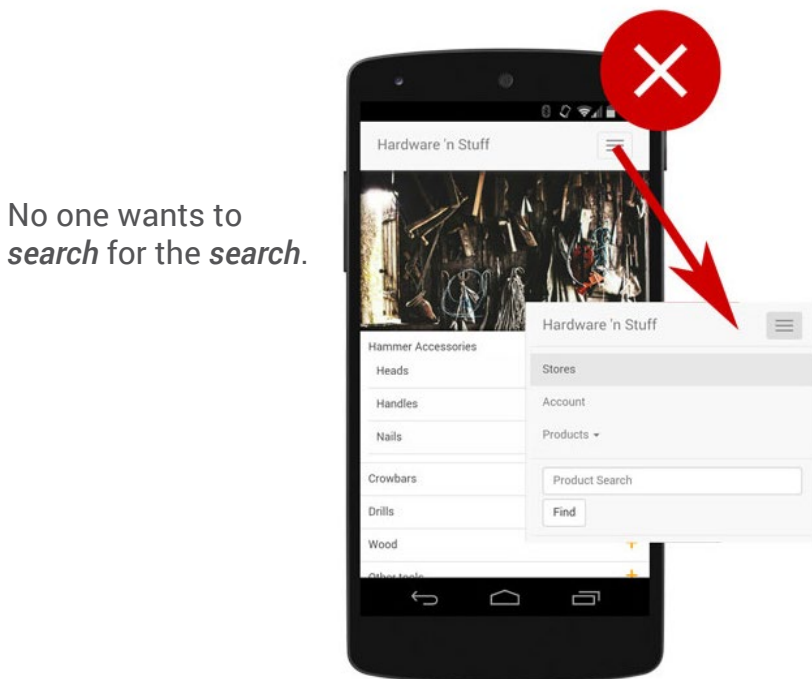
- Keep calls to action front and center.



This is better because it is placed **higher** (and it still spans the width of the screen).

**IN YOUR PROJECT:** buttons like Register, Add To Cart, and Checkout should fill up the width of the screen.

- Make site search visible & prominent



Ensure that search isn't hidden behind a menu or hard to find place.

Also, **cart and register** are important enough to keep *outside* of the collapsible menu.

**IN YOUR PROJECT:** I'm requiring that these 3 things **stay outside of the collapsible menu** (so they are not hidden):

- Cart
- Register
- Search

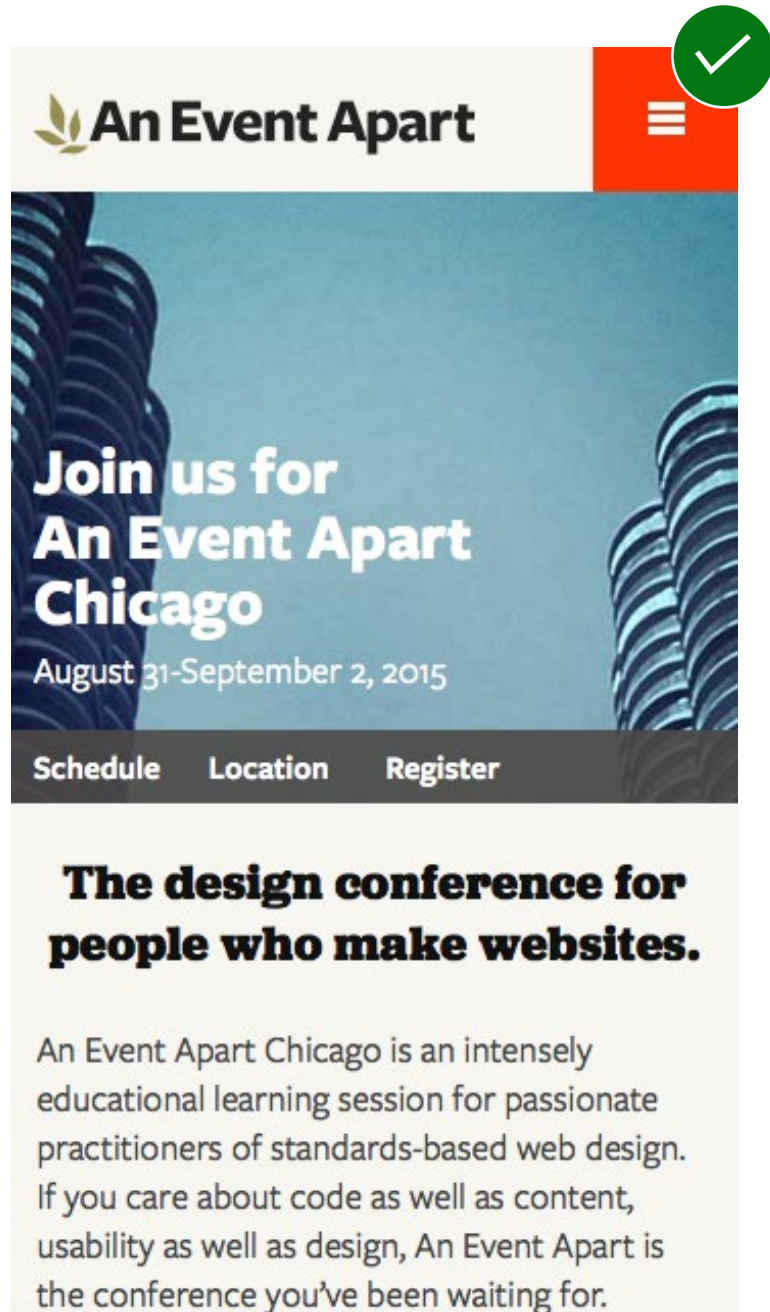


### 3. Maintain the readability of headline and copy text

There's not yet an agreed upon standard for minimum and maximum font sizes in responsive design...

But **in general**, you will want the font sizes to stay the same as they were in the desktop design. This is assuming that your desktop fonts were not too small...(and some of yours were way too small.)

Occasionally, you might have a headline that ends up with one word per line, which would look awkward. In that situation, you might make the headline font size a tiny bit smaller to make it fit better.



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An Event Apart Chicago is an intensely educational learning session for passionate practitioners of standards-based web design. If you care about code as well as content, usability as well as design, An Event Apart is the conference you've been waiting for.

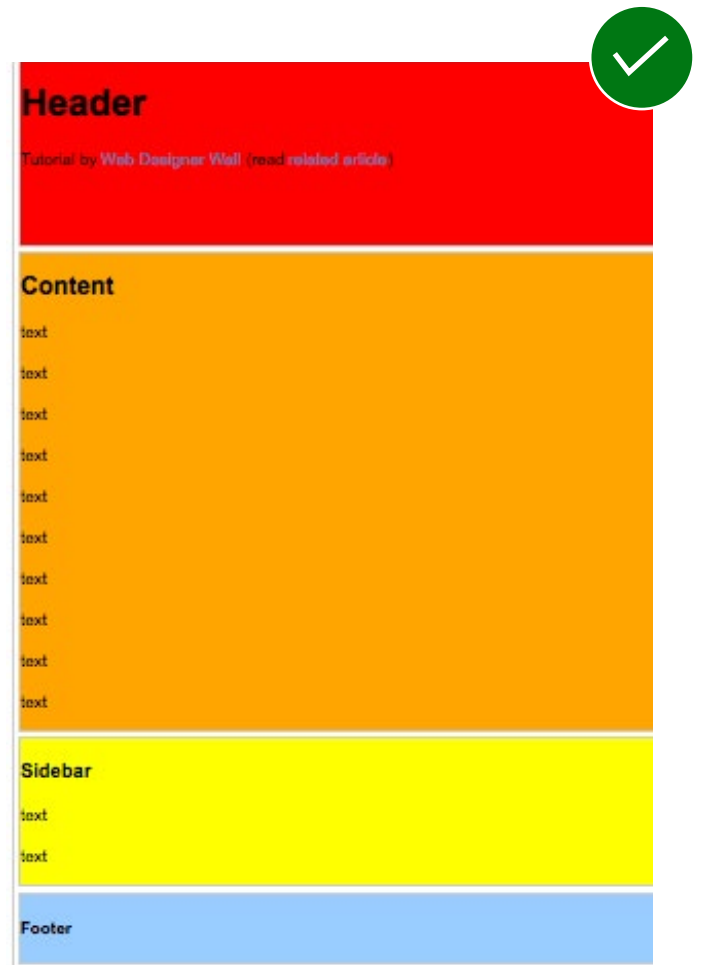
To reiterate, your font sizes should be about the same as they were in the desktop, **IF** you made them big enough in the desktop to start with.

### **WHAT DOES THIS MEAN FOR YOUR PROJECT?**

There really shouldn't be font sizes that are smaller than 10 px anywhere. And preferably, paragraph text should be 12–14 px. Anything more important than paragraph copy should be bigger in accordance with its hierarchy (importance), as long as it still looks good on the screen.

## 4. Maintain a visually compelling design

Don't leave weird gaps of space, for instance.



This is usually more of a problem when people are coding the site, but occasionally, I still sometimes see it in the design or prototype.

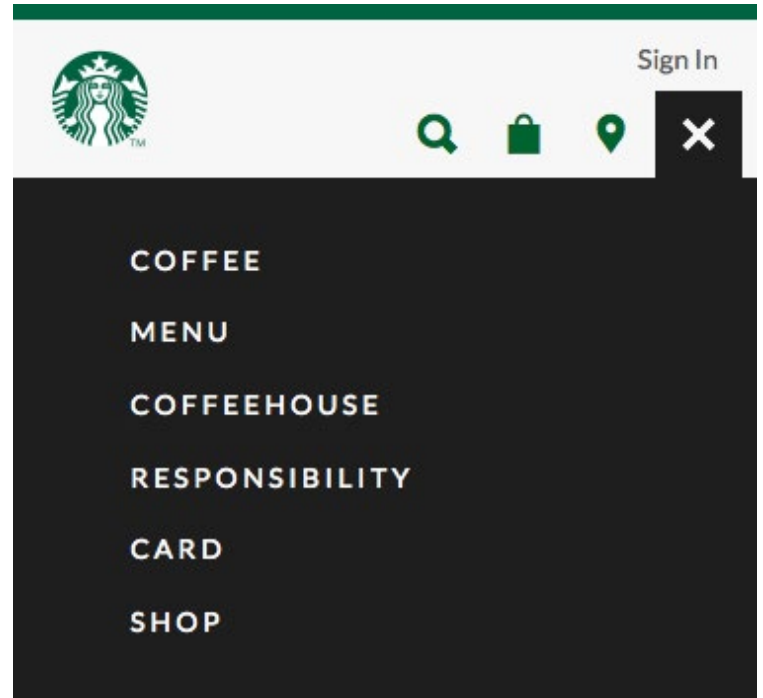
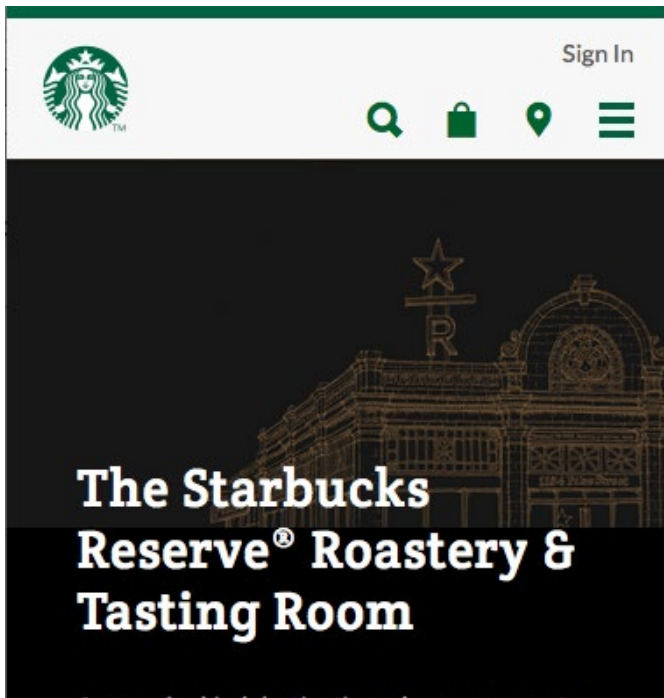
## 5. Collapse navigation into an icon to avoid clutter and increase clickability



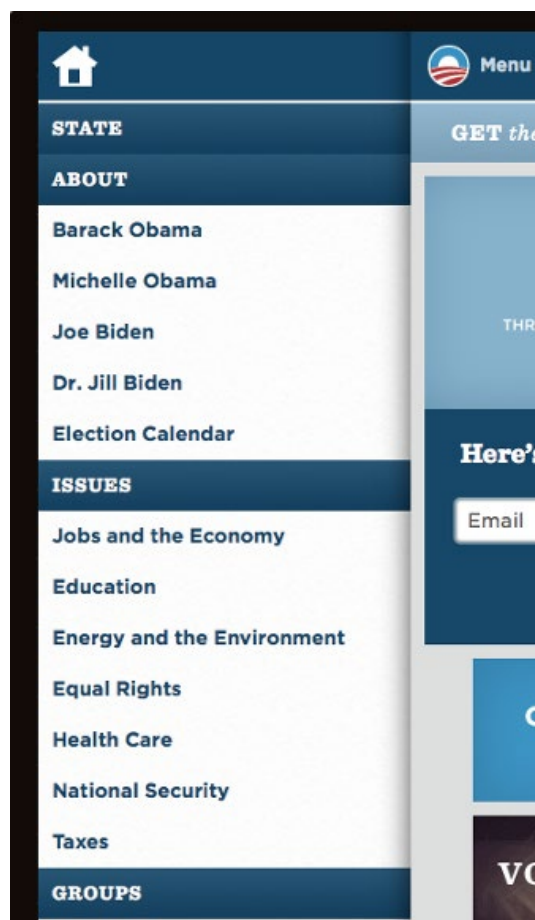
It would be hard to click on the right button in this navigation. That would be annoying, right?

There are 2 main ways people do this:


- Toggle Method, Hamburger Icon




- Drawer / Flyout Drawer Method



## 6. Navigation should usually fill the screen width.



<b>Professor Swisher</b>	
<b>Spring 2015</b>	
<b>Web Design 1</b>	
<b>Web Design 2</b>	
<b>2D Design</b>	
<b>Design Portfolio</b>	
<b>Office Hours</b>	
<b>Welcome, students!</b>	
<u>Office Hours</u> Monday 3:30 - 5:00pm and Thursday: 11:00 - 12:30pm Additional times by appointment.	

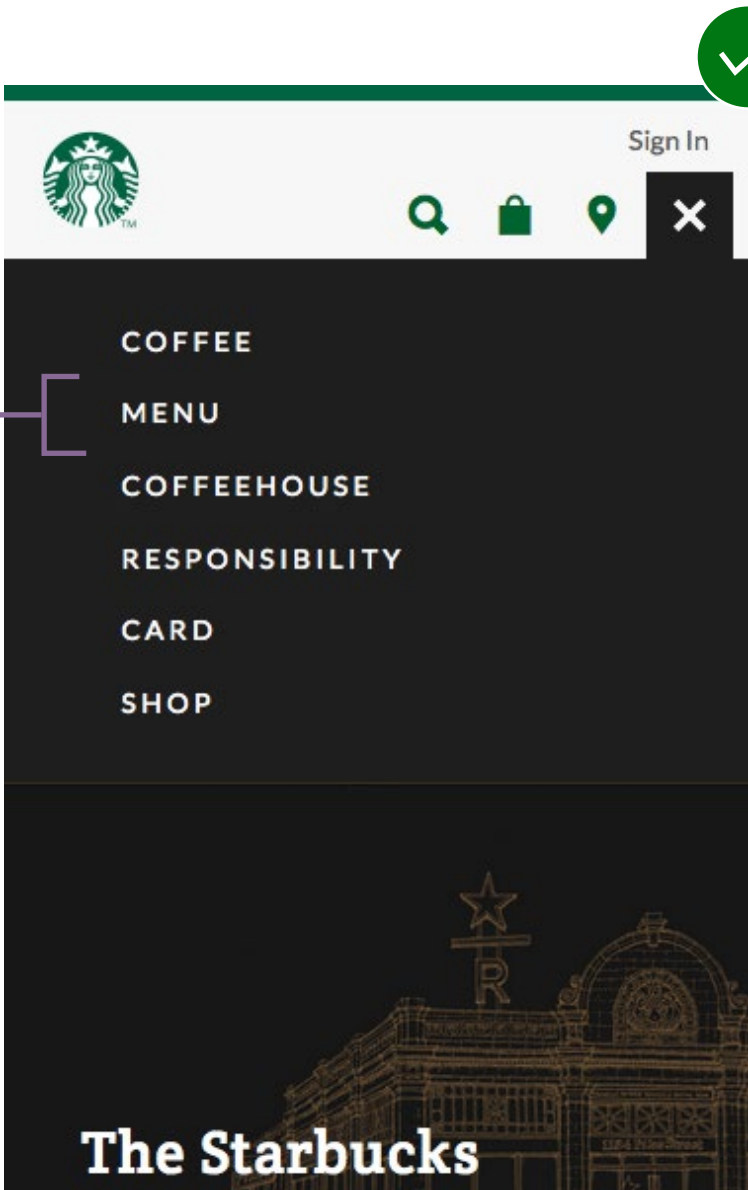


<b>Professor Swisher</b>	
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**IN YOUR PROJECT**, check to make sure you do it like the one on the right (unless there is a specific reason not to).

**Also**, place that hamburger and X icon **right next to** the menu so that it feels related to it. Otherwise, it's a bit like having a doorknob on the wall next to the door. (Ok, that one's off the top of my head, but you get the idea.)

## 7. Line-Height of all links should be set to 45px, minimum.



A screenshot of the Starbucks mobile app navigation menu. The menu is a dark vertical bar with white text. The items are: COFFEE, MENU, COFFEEHOUSE, RESPONSIBILITY, CARD, and SHOP. Below the menu is a dark image of a Starbucks building at night with the text "The Starbucks" in white. A green checkmark icon is in the top right corner. A purple bracket on the right side of the menu items indicates a height of 45 pixels. A purple bracket on the right side of the top navigation bar indicates a height and width of 45 pixels. A purple bracket on the left side of the menu items indicates a height of 45 pixels.

45 pixels high and wide

45 pixels high

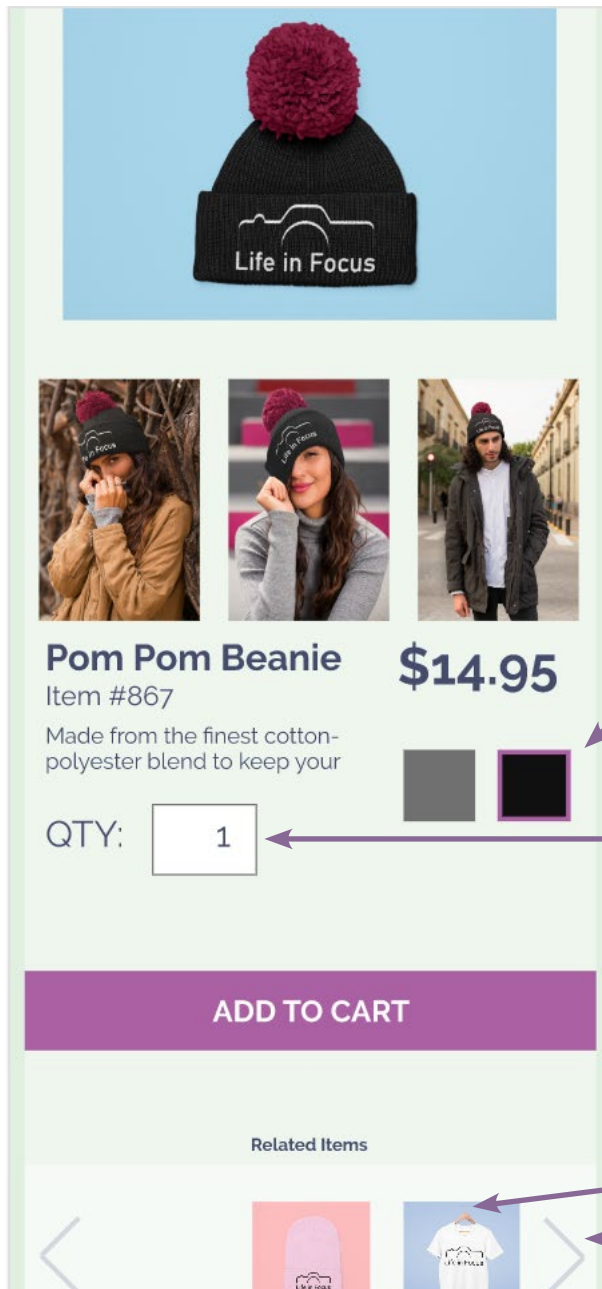
**NOTICE:** It is the clickable area around the icon (the hit spot) that needs to be at least 45 px, *not* the icon itself.

In the navigation, it is the line-height that is 45 px tall. Do not scream your navigation text at us by making the fonts 45 px tall

Be sure ALL clickable items, such as call-to-action buttons are at least 45 px high and wide...



Be sure ALL clickable items, such as call-to-action buttons are at least 45 px high and wide.



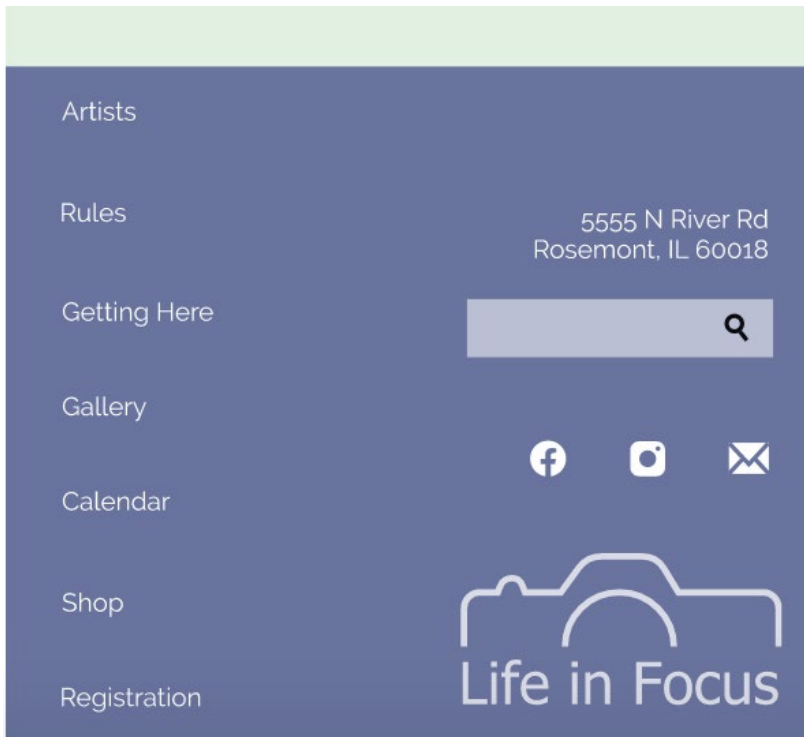
**Psst....**  
Below is the most common thing students get deductions for in this project.

**IN YOUR PROJECT,** think about which items the user would need to click on and make those hit spots all 45px. In this student's example, these are ALL things the user would need to select.

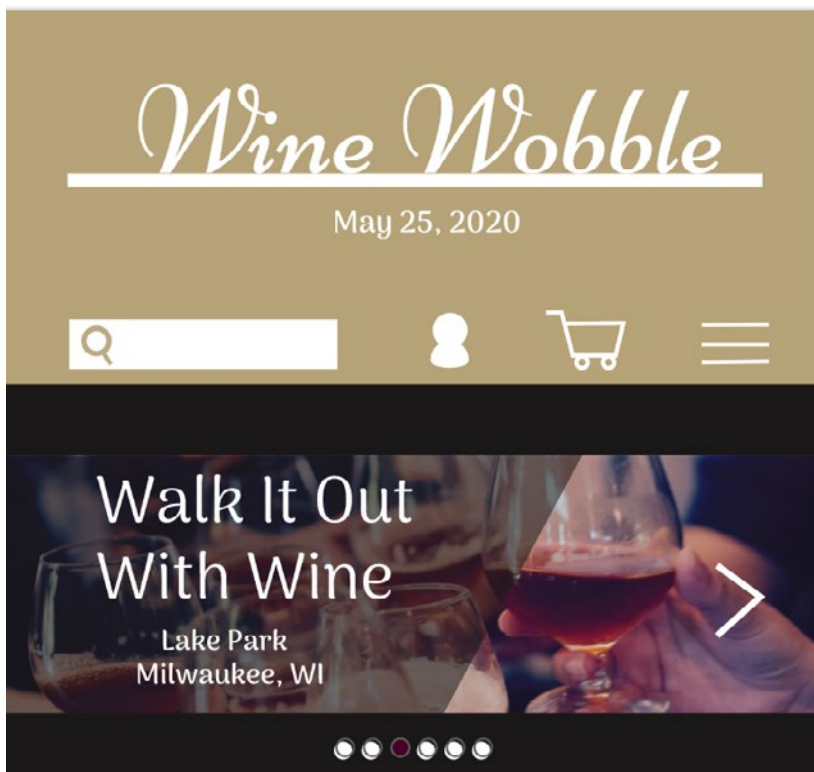
The arrow icon itself too.

## Just One Exception:

In the footer navigation, you may make the clickable areas **35 px** tall instead, as that is becoming an acceptable compromise.



A good example of a footer for this project



A good example of a header for this project